



Prospective television licensees in Darwin, Griffith and Mildura areas now have until 26 April to apply.

ABA extends application period for TV licences

The ABA has extended the closing date for receipt of applications for new commercial television broadcasting licences in the Darwin, Mildura and Griffith areas.

The application period will now close at midnight on Friday 26 April 1996.

The ABA has decided to extend the period for receipt of applications for the licences in view of applications before the Administrative Appeals Tribunal (AAT) for review of the ABA's decisions under s. 73 of the *Broadcasting Services Act 1992* not to grant permission to the existing operators in the Darwin, Mildura and Griffith licence areas to operate a second commercial television service in their respective area.

At the hearing on 12 February, the ABA submitted to the AAT that, as a result of a change to the Act which came into force on 5 January 1996, the AAT does not have juris-

isdiction to hear the appeals lodged by the Darwin, Mildura and Griffith licensees. On 16 February, the AAT decided it did have jurisdiction to hear the appeals.

'The ABA has decided to extend the application period for the three new commercial television broadcasting licences to provide greater certainty to the market in relation to the allocation of these licences,' said ABA Chairman Peter Webb.

'The ten week extension should allow for a resolution of the matters presently in the AAT,' he added.

The invitation to apply for a commercial radio broadcasting licence in the Mildura licence area, which was published by the ABA on 13 December 1995, is not affected by these actions. The closing date for applications for this licence remains midnight on Friday 16 February 1996.

Companies interested in applying for any of the available licences must purchase an information package titled *Price-based Allocation of Commercial Broadcasting Licences* from the ABA, price \$50. ☐



Australian regular

Most of the top ten regular television programs watched by all viewers between 1993 and 1994 were Australian produced, the ABA has announced.

These top ranking Australian programs (those airing one or more times weekly) were 'Just Kidding!', 'Sixty Minutes', 'Money', 'Funniest Home Video', 'Looking Good', 'National Nine News' (Sunday), 'Our House', 'A Current Affair', 'Full Frontal: Fast Forward' and 'Getaway'.

The most popular of these programs in 1993 was 'Sixty Minutes', while the light entertainment program 'Just Kidding!' was the most popular regular show watched by all viewers in 1994 (see table).

'We found what people are watching on a regular basis is Australian and usually news and current affairs, drama series and light entertainment programs. This interest in Aussie shows continues the trend described in our last publication on viewing and listening habits, *Audiences and Programs in 1992*,' said Mr Peter Webb, ABA Chairman.

'Viewers' interest in Australian shows once again emerged strongly when you look at both regular programs and top ranking programs overall. Australian sports events and movies both ranked highly overall.'

He said the top five regular programs watched by teenag-

ers (13-17 years of age) for 1993-4 were 'Blossom', 'Hangin' with Mr Cooper', 'Beverly Hills 90210', 'Baywatch' and 'Home Improvement'. The top five regular programs watched by children (5-12 years of age) for 1993-4 were 'Full House', 'Lois and Clark', 'Home Improvement', 'Hangin' with Mr Cooper' and 'Just Kidding!'

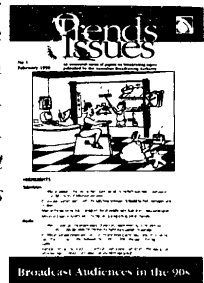
The findings are covered in a new ABA publication *Broadcast Audiences in the 90s*, price \$10. Please call (02) 334 7700 for copies.

'This publication provides audience measurement data for Australian television and radio in the years leading up to the introduction of pay TV and other new services,' said Mr Webb.

Research

The publication focuses on the television programs and radio stations which rated the best with audiences in 1993 and 1994, but includes audience data from earlier years where available and considers trends in viewing and listening since the start of the decade.

Television audience data covered includes average time spent viewing, the ten most popular programs, the ten





Most of the top ten regular television programs watched by all viewers between 1993 and 1994 were Australian produced.

programs are our favourites

most popular regular programs, station audience share and child and teenager viewing, television ratings information on programs which meet classification requirements under the children's television standards and the most popular television programs for the child and teenage audiences. Radio audience data covers average time spent listening and station shares.

Television

The main points about television in the first half of the decade:

Between 1991 and 1994 the average time spent viewing for all people has been relatively stable. In 1991, all people watched an average of 22 hours 6 minutes of television per week. In 1994, all people watched an average of 21 hours 56 minutes of television per week in the five mainland state capital cities.

Women watched the most television, followed by men, teenagers (13 to 17 years) and children (5 to 12 years).

Movies and sport programs were the top rating programs across all markets.

Most of the top rating regular programs for all people were Australian produced programs in 1993 and 1994.

'Lois and Clark' and 'Just Kidding!' were the only programs to make the top ten ranking in major demographic groups — all people, teenagers and children in 1994.

The television audience data presented in the report is provided by A. C. Nielsen and is collected by Peoplemeters sampling 1900 homes in five mainland capitals (Sydney, Melbourne, Brisbane, Adelaide and Perth).

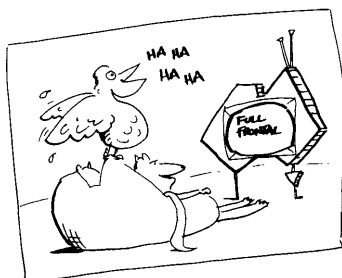
Radio

The main points about radio: In 1994, the average time people aged 10 years plus spent listening to the radio was 22 hours 45 minutes per week for the five mainland state capital city average.

In 1994 on average people spent around one and three quarter hours less time listening to radio than they had in 1990. However, from 1991 to 1994, time spent listening was relatively stable.

Average listening time for adults 55 years plus was greater than for any other age group, while teenagers listened to less radio than any other age group.

Radio audience data is collected by AGB McNair using a diary system. Throughout the year, around fifty thousand people aged 10 years or over complete a one week radio listening diary in the five mainland capital cities.



Top ten ranking regular programs for five mainland state capital cities in 1994

(based on 'all people') - five city average

Program	Channel	Average Rating %	Average Audience ('000)
Just Kidding!*	9	18	2141
Sixty Minutes*	9	16	1880
Money *	9	15	1803
Funniest Home Video*	9	15	1800
Looking Good*	9	15	1796
National Nine News (Sun)*	9	15	1794
Our House*	9	15	1785
A Current Affair*	9	15	1770
Getaway*	9	15	1710
Lois and Clark (Mon)	7	14	1683

Top ten ranking regular programs for five mainland state capital cities in 1993

(based on 'all people') - five city average

Program	Channel	Average Rating %	Average Audience ('000)
Sixty Minutes*	9	17	1939
Home Improvement	7	15	1763
Money*	9	15	1749
National Nine News (Sun)*	9	15	1 699
Full House	7	15	1686
Our House*	9	14	1668
Cosby Hour	9	14	1662
Full Frontal: Fast Forward*	7	14	1647
A Current Affair*	9	14	1628
Funniest Home Video*	9	14	1625

* denotes an Australian produced program

Regular programs: Does not include movies, mini-series, specials or one-off sports programs. **Average rating:** average number of people viewing the program, expressed as a percentage of the potential audience (also known as a TARP - target audience rating point). **Average audience:** average number of people viewing the program expressed in thousands (also known as a projection). Data based on the periods 7 February to 27 November 1993 and 6 February to 26 November 1994. **Source:** Nielsen Media Research.